

REQUEST FOR QUALIFICATIONS

Addendum # 1



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY RELAY: 711

DATE ISSUED: **May 1, 2006**

RFQ Title: **Graphic & Communications Services on an As-Needed Basis for King County Metro Transit**

Requesting Dept./ Div.: **King County Department of Transportation – Transit Division**

RFQ Number: **119-06RLD**

Due Date: **May 9, 2006 – no later than 2:00 P.M.**

Buyer: Roy L. Dodman, roy.dodman@metrokc.gov (206) 263-4266

This addendum is issued to revise the original Request for Qualifications, dated April 13, 2006 as follows:

1. The submittal opening date remains the same: Tuesday, May 9, 2006 no later than 2:00 p.m. exactly.
2. The sign in sheet from the April 24, 2006 pre-submittal conference is available by contacting Roy Dodman at roy.dodman@metrokc.gov. Please include your FAX number if you wish the document faxed.
3. Under Section II, Project Specifications and Scope of Work, Part E, Evaluation Criteria, Item 4, Proposed Costs, delete:

“Clearly stated consultant charges, overhead, profit and other relevant invoicing policies as requested in the RFQ Qualifications Requirements.”

and replace with:

“Provide appropriate pricing/rate sheets for typical work performed under the categories Submitter is providing qualifications for. Pricing should be appropriate to the types of samples provided.”

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TO BE ELIGIBLE FOR AWARD OF A CONTRACT, THIS ADDEMDUM MUST BE SIGNED AND SUBMITTED TO KING COUNTY

Sealed submittals will only be received by:

King County Procurement Services Section, Exchange Building, 8th floor, 821 Second Avenue, Seattle, WA 98104-1598. Office hours: 8:00 a.m. - 5:00 p.m., Monday - Friday

Company Name

Address		City / State / Postal Code
Signature	Authorized Representative/Title	
Email	Phone	Fax

This Request for Qualifications – Addendum will be provided in alternative formats such as Braille, large print, audiocassette or computer disk for individuals with disabilities upon request.

4. Under Section IV – General Contract Requirements, Part 3, Insurance, Delete any reference to Professional Liability Coverage. Professional Liability will not be required for this contract.
5. Under Section II, Project Specifications and Scope of Work, Part C, Qualification Requirement for Submittal, Item 2 “Background,” add “Please provide reasoning as to why you think you are qualified to perform the area(s) of expertise so noted on your qualification requirement submittal.”
6. Under Section II, Project Specifications and Scope of Work, Part C, Qualification Requirement for Submittal, Item 4 “Clients,” add “Proposer may include past and current clients. Please designate which are past and which are current.”
7. Under Section II, Project Specifications and Scope of Work, Part C, Qualification Requirement for Submittal, Item 5 “References,” add “Please provide three (3) current or recent clients whom we could contact for referrals if need be. Please state which references are current or recent.”
8. Under Section II, Project Specifications and Scope of Work, Part C, Qualification Requirement for Submittal, add the following new information at the end of paragraph 1 regarding minimum/maximum samples to provide:

“After completing the information above, provide appropriate samples for the categories of work being sought using the guidelines listed below.”

Types of Samples to Submit	
Category	Type of Sample
Copy Writer	Samples that show variations of creativity/style and subject matter.
Graphic Designer	Samples that show variations of creativity/style, mediums, formats.
Media Buyer	Samples that show various media plans, strategies, analysis and recommendations.
Large Format Printer and Film Output Supplier	Samples that demonstrate size and capabilities (copies okay; actual size is unrealistic)
Special Event Planner	No samples mandatory; however photos, photocopies, and/or supportive materials of events acceptable that demonstrate comprehensiveness, scope of your efforts.
Full Service Communication Agency	Samples and/or storyboards that show variations of creativity/style and campaign breadth/depth.
Direct Mail House	Samples (or descriptions thereof) to demonstrate range of capabilities.
Fulfillment House	Samples (or descriptions thereof) to demonstrate range of capabilities.
Advertising and Promotional Incentive Supplier w/ e-commerce Capabilities	No actual samples required, yet catalogs or photocopies of programs, and copies of website pages acceptable.

Number of Samples to Submit		
Category	Minimum	Maximum
Copy Writer	4	6
Graphic Designer	4	6
Media Buyer	3	5
Large Format Printer and Film Output Supplier	4	6
Special Event Planner	3	5
Full Service Communication Agency	3	5
Direct Mail House	4	6
Fulfillment House	4	6
Advertising and Promotional Incentive Supplier w/ e-commerce Capabilities	3	5

Samples will be kept for 30 days after notification letters are issued. Submitters seeking the return of their samples may include a self addressed stamped envelope with their submittal, or may contact the Buyer to secure the return of their material. Material left after 30 days may be recycled as appropriate.

9. Under Section II, Project Specifications and Scope of Work, add the below as new Part G.

PART G – CONTRACT AWARD AND WORK ORDER SELECTION PROCESS

It is King County's intent to select several vendors per category, with an optimal target number of three selected contractors for each. The County will categorize the vendors in each category as Primary, Secondary, and Tertiary, with the Primary contractor being the highest rated submitter in a particular category, the Secondary being the next most qualified, etc. Under most work order assignments, a Primary vendor has the first right to perform any available work the County pursues under these contracts. If it is determined that the specified work assignment cannot be accomplished by the Primary vendor, the work will then go to the Secondary or Tertiary vendors as appropriate.

The following information is provided in response to questions received:

Q1: May I propose on only one Category of the RFQ and not the others?

A1: Yes, a proposer may propose on one, several or all of the categories. You do not need to submit separate packets for each category. Just check the categories in which you are applying for and submit as one comprehensive packet for all categories.

Q2: Do I have to provide three complete sets of everything, including samples?

A2: No, you only need to provide one set of samples. You do, however, need to provide one unbound original, and three (3) copies of the qualification submittal response.

Q3: Do my samples need to be originals?

A3: No, we understand that originals are not always available. Copies are acceptable.

Q4: Do we need to provide 2-color, 4-color, etc. samples as appropriate for the categories submitted?

A4: There are no requirements required for use of color on your samples. You may use black and white or color copies, or actual samples. We understand that actual samples may not be available.